



MISSOURI DIVISION OF TOURISM

AUGUST 2024 MISSOURI TRAVEL
BAROMETER
(DATA AVAILABLE AS OF 09/10/2024)



Calendar Year-to-Date

Tourism-Related Sales Revenue by Year

Calendar Year



Jan-Jun 2024
Tourism-Related Sales
Revenue
\$9.1B
▲ 1.8% vs. STLY

Fiscal Year-to-Date

Tourism-Related Sales Revenue by Year

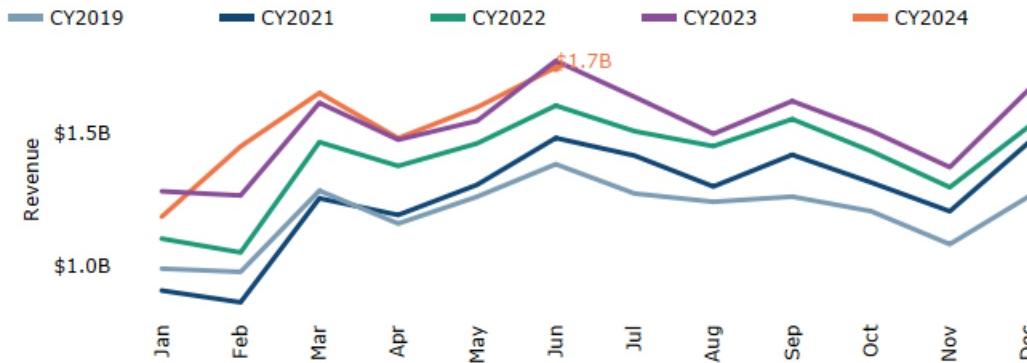
Fiscal Year



Jul-Jun FY2024
Tourism-Related Sales
Revenue
\$18.4B
▲ 3.3% vs. STLY

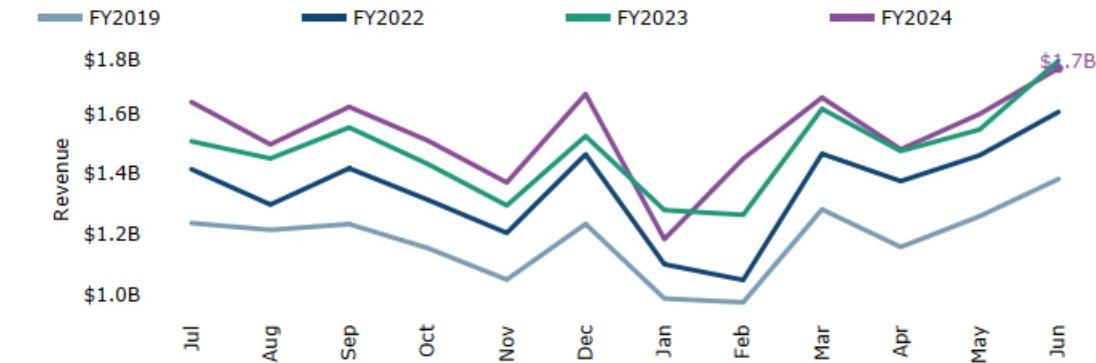
Tourism-Related Sales Revenue by Month

Calendar Year



Tourism-Related Sales Revenue by Month

Fiscal Year



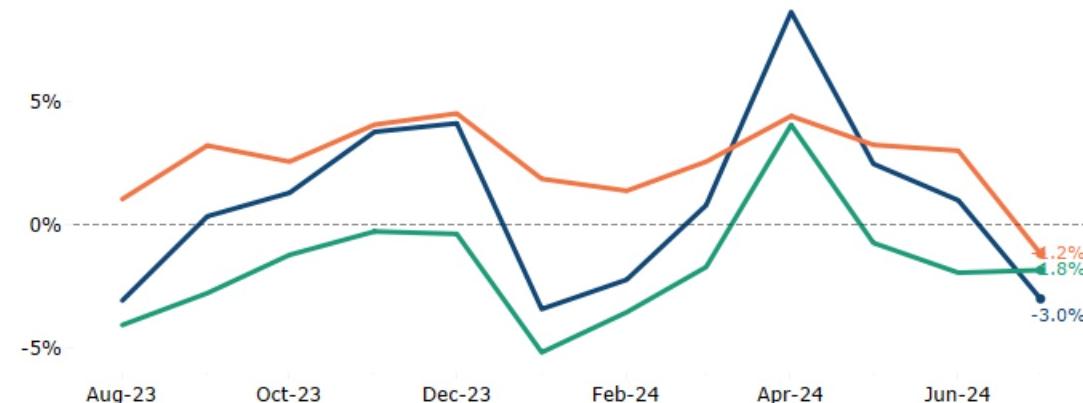
Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year

Hotel Performance						
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Jul 2024	62.9%	\$125	\$79	3.4M	2.1M	\$263.8M
Change vs. Previous Year	▼ 1.8%	▼ 1.2%	▼ 3.0%	▼ 0.9%	▼ 2.7%	▼ 3.9%
Year-to-Date	56.4%	\$122	\$69	22.9M	12.9M	\$1.6B
Change vs. Previous Year	▼ 1.4%	▲ 2.2%	▲ 0.8%	▼ 0.2%	▼ 1.7%	▲ 0.5%

STR Monthly Lodging Trends

% Change from Previous Year

■ Occupancy % Change ■ ADR % Change ■ RevPAR % Change



Source: STR
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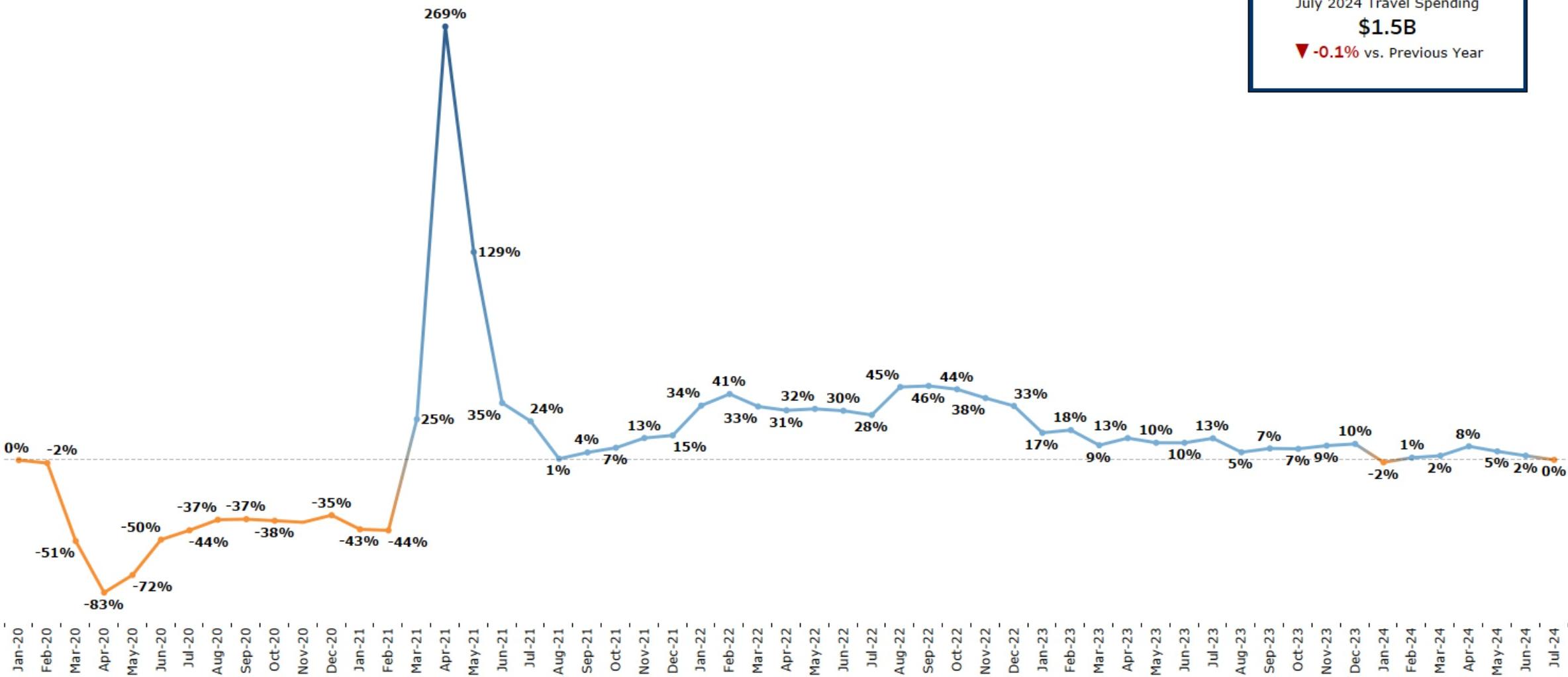


Missouri Travel Barometer: Economic Impact



Travel Spending in Missouri

% Change from the same month in Previous Year

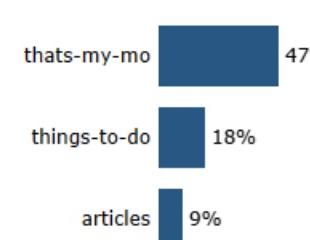




Calendar Year-to-Date



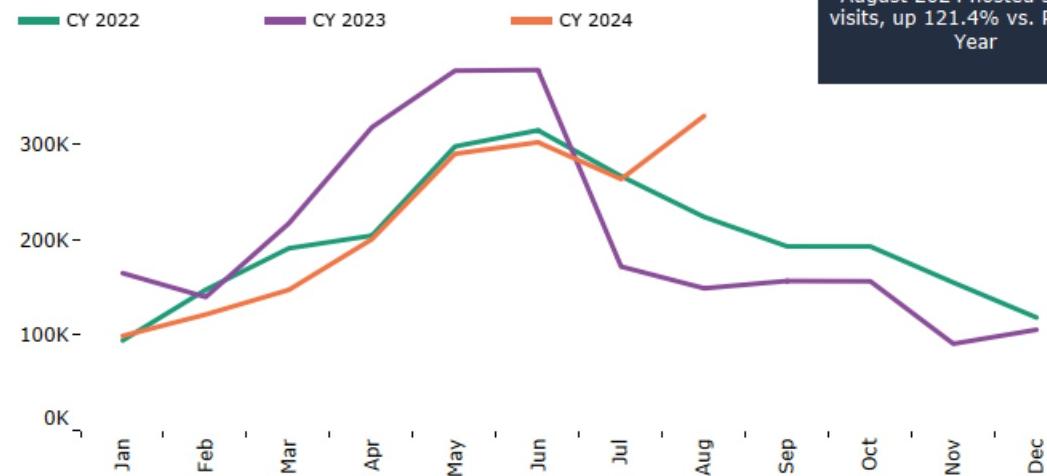
Top Content



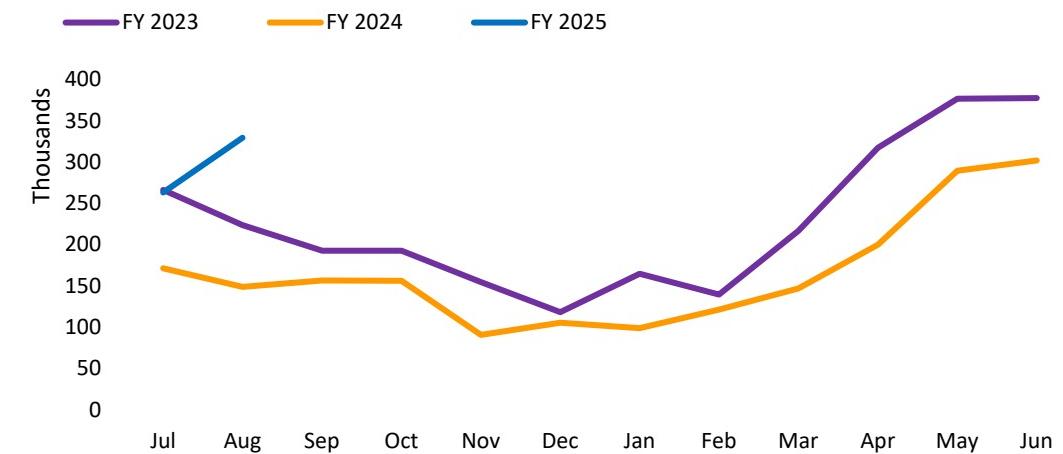
Fiscal Year-to-Date



Calendar Year Visits to VisitMO.com by Month



Fiscal Year Visits to VisitMO.com by Month



Travel Guide Fulfillment

Aug 2024
5.3K
▼ -1.3% vs. STLY

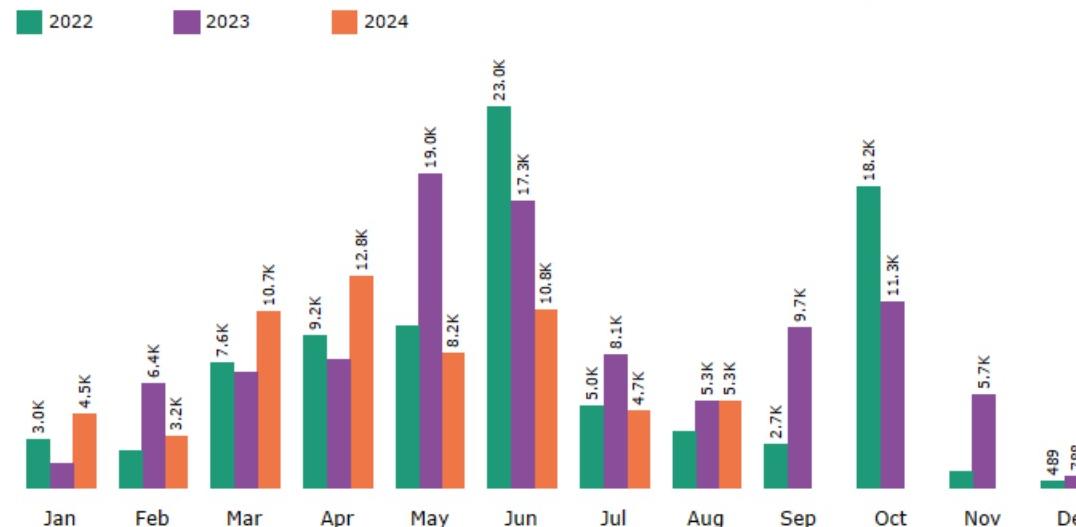
Jan-Aug 2024
60.1K
▼ -17.2% vs. STLY

Welcome Center Visits

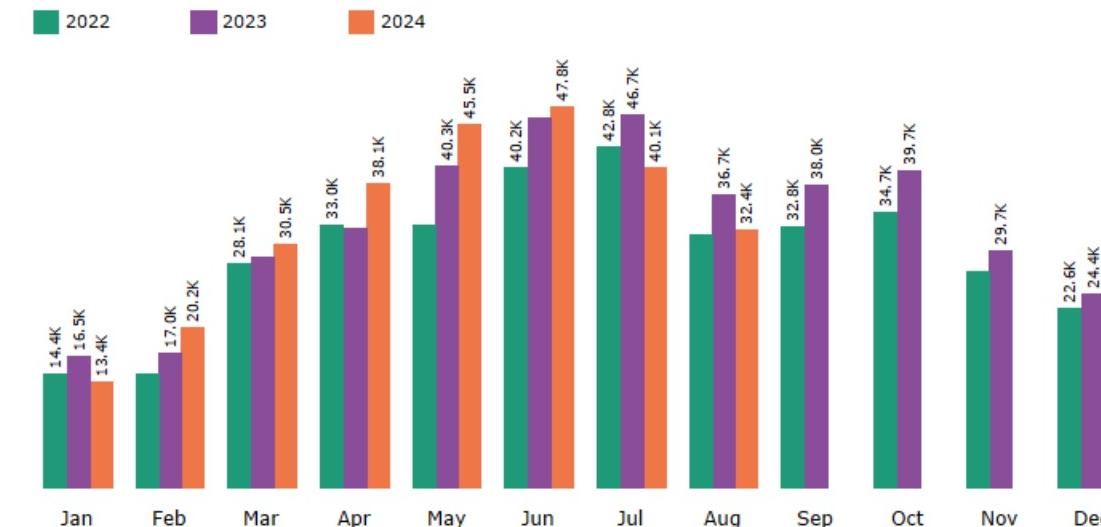
Aug 2024
32.4K
▼ -11.9% vs. STLY

Jan-Aug 2024
268.0K
▲ 1.1% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month

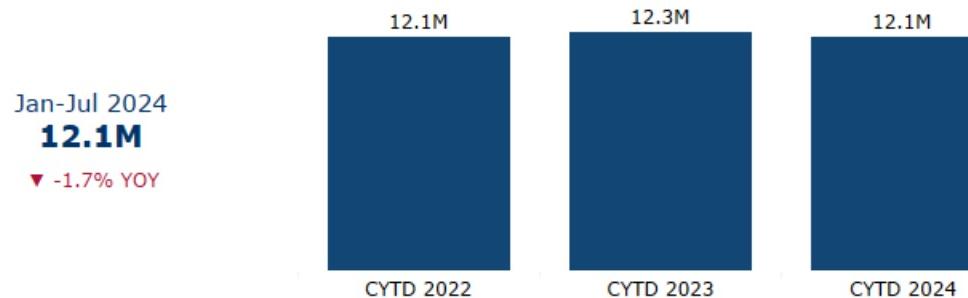


Welcome Center Visits by Month

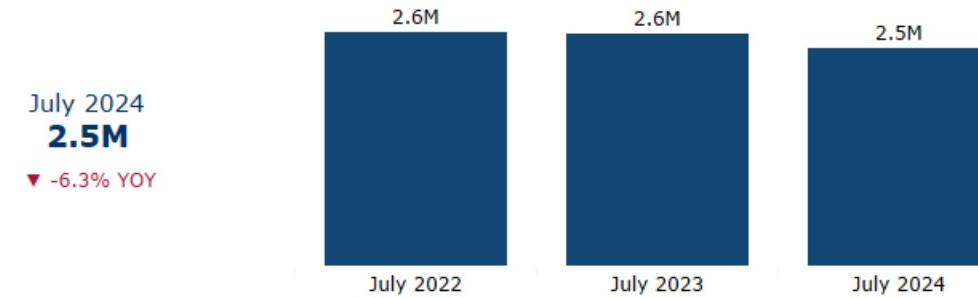


Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

Calendar Year-to-Date Visitation

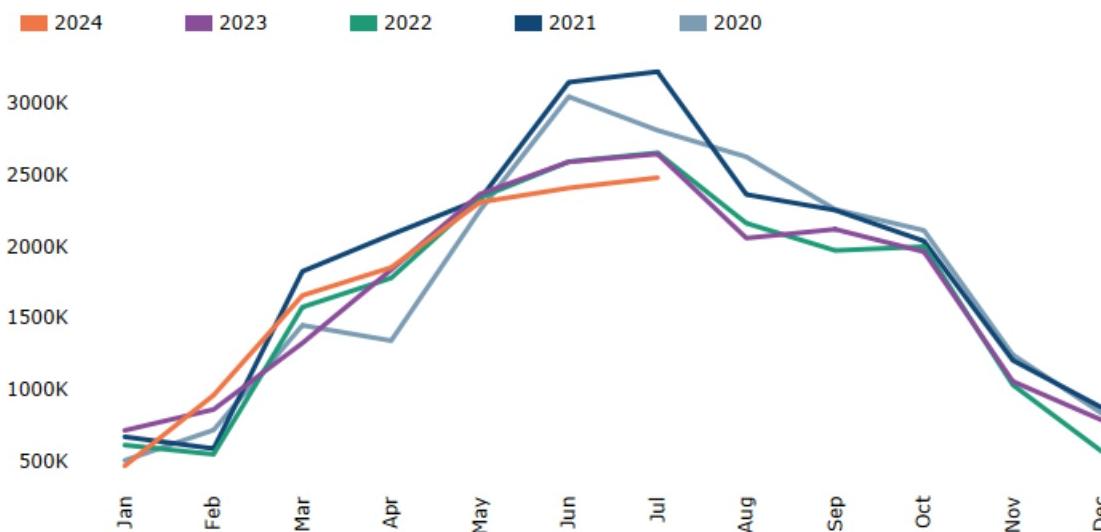


Monthly Visitation

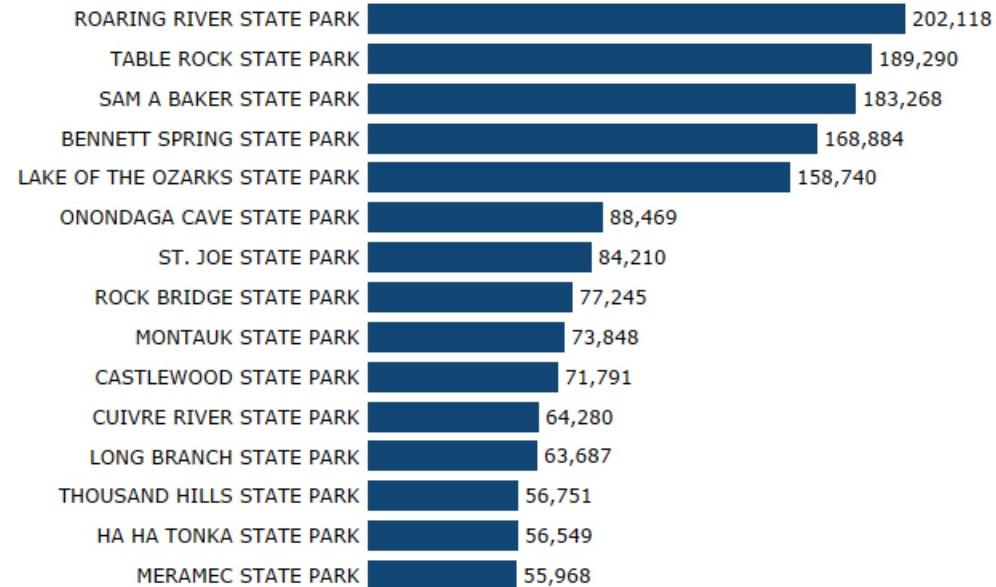


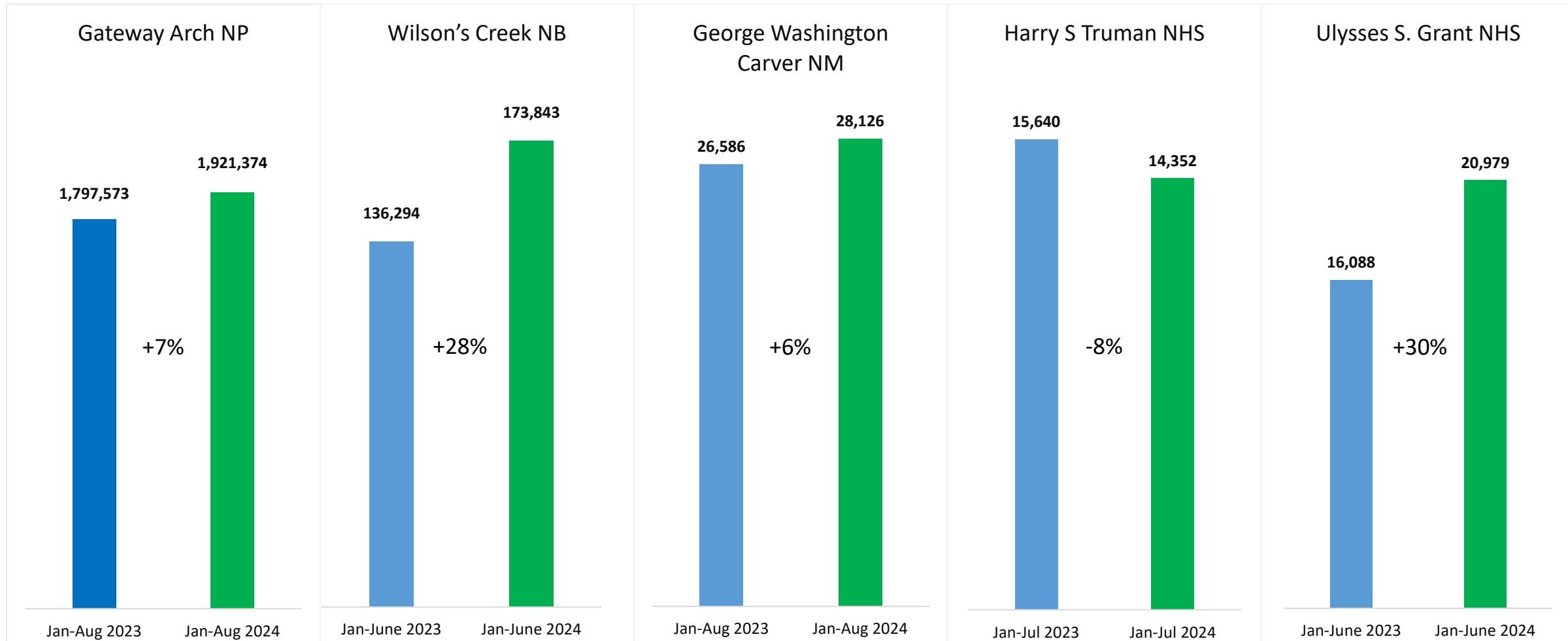
State Parks Visitors by Month

All Missouri State Parks



Most Visited Missouri State Parks in July 2024







Airport TSA Checkpoint Volume & Visitor Origins

BKG - Branson, CGI - Cape Girardeau Regional, COU - Columbia Regional and 6 more



Monthly TSA Checkpoint Volume

July 2024 Volume

1.3M

+4.1% YOY

Year-to-Date TSA Checkpoint Volume & Visitor Origins

Jan - Jul 2024 Volume

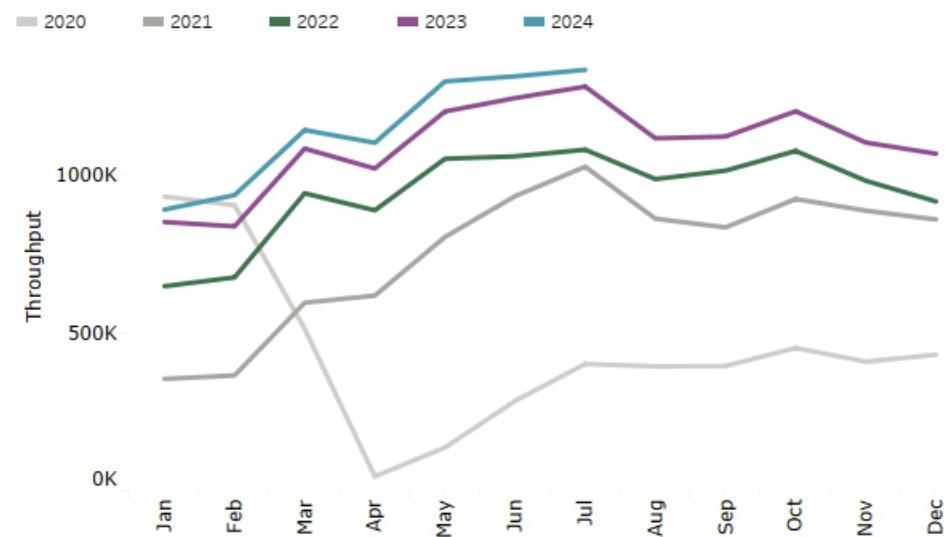
8.0M

+6.6% YOY

Source: Transportation Security Administration

TSA Checkpoint Volume by Month

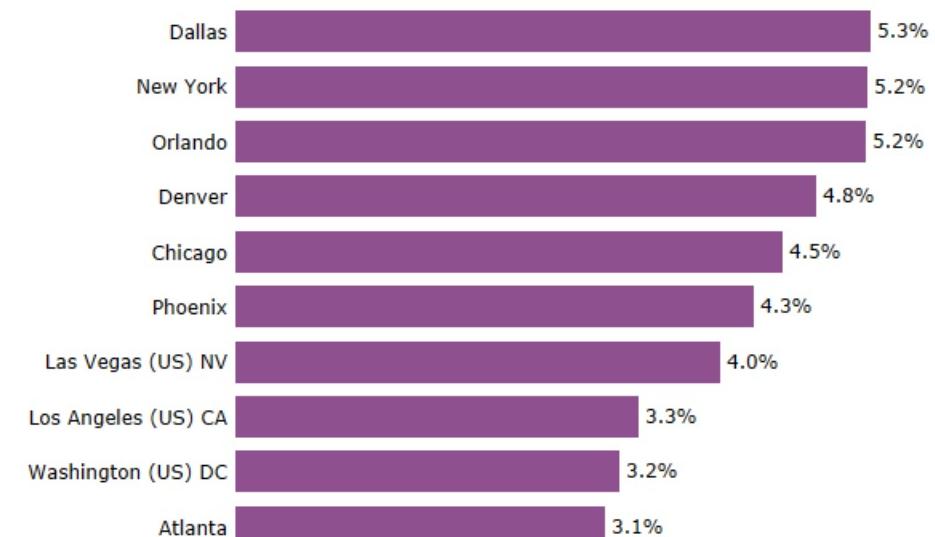
Last Five Calendar Years



Source: Transportation Security Administration

Air Domestic Visitor Origins

Jan - Jun 2024 Visitor Arrivals



Source: OAG